

WHAT IS CLAIMED IS:

1                   1.       A computer based method for analyzing data contained in at least  
 2       one of a plurality of data sources of an enterprise, said method comprising:  
 3                   providing a model for said at least one of a plurality of data sources of said  
 4       enterprise;  
 5                   forming a data organization for said model;  
 6                   creating a database having said data organization;  
 7                   translating data from said at least one of a plurality of data sources to said  
 8       data organization, to form a plurality of translated data;  
 9                   incorporating said translated data into said database; and  
 10                  performing analysis on said translated data in said database, wherein said  
 11       data organization comprises at least one of a plurality of data, said data comprising:  
 12                   (a) at least one identity element; and  
 13                   (b) at least one attribute element, wherein said identity element and  
 14       said attribute element have at least one of a plurality of relationships between one  
 15       another.

1                   2.       The method of claim 1 wherein said model further comprises:  
 2       a focal group, said focal group comprising:  
 3                   at least one of a plurality of classification components; and  
 4                   at least one of a plurality of core components; and  
 5       a customized group, said customized group comprising:  
 6                   at least one of a plurality of customer activity components; and  
 7                   at least one of a plurality of activity lookup components;  
 8       wherein said customized group has at least one of a plurality of  
 9       relationships with said focal group.

1                   3.       The method of claim 2 wherein said classification components  
 2       comprises customers' categorization of information related to business processes.

1                   4.       The method of claim 2 wherein said activity components comprises  
 2       business transactions.

1                   5.     The method of claim 2 wherein said activity components comprises  
2 business events.

1                   6.     The method of claim 2 wherein said activity components comprises  
2 business activities.

1                   7.     The method of claim 2 wherein said activity components comprises  
2 business measures.

1                   8.     The method of claim 2 wherein said activity lookup components  
2 comprises reference information for customers' business transactions.

1                   9.     The method of claim 2 wherein said activity lookup components  
2 comprises reference information for customers' business events.

1                   10.    The method of claim 2 wherein said activity lookup components  
2 comprises reference information for customers' business activities.

1                   11.    The method of claim 2 wherein said activity lookup components  
2 comprises reference information for customers' business measures.

1                   12.    The method of claim 1 wherein said data organization further  
2 comprises at least one of a plurality of core components, said core components  
3 comprising:

4                   a customer identifier; and

5                   at least one of a plurality of classification components, wherein said  
6 classification components has at least one of a plurality of relationships with said core  
7 components.

1                   13.    The method of claim 12 wherein said core components further  
2 comprises an account identifier.

1                   14.    The method of claim 12 wherein said classification components  
2 comprises a sales channel.

1                   15     The method of claim 12 wherein said classification components  
2 comprises a customer region.

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1                   16.    The method of claim 12 wherein said classification components  
2   comprises a customer profile.

1                   17.    The method of claim 12 wherein said classification components  
2   comprises a demographic profile.

1                   18.    The method of claim 1 wherein said enterprise comprises a  
2   business.

1                   19.    The method of claim 1 wherein said data comprises  
2   telecommunications information.

1                   20.    The method of claim 1 wherein said data comprises financial  
2   information.

1                   21.    The method of claim 1 wherein said data comprises retail  
2   marketing information.

1                   22.    The method of claim 1 wherein said data comprises insurance  
2   information.

1                   23.    The method of claim 1 wherein said data comprises health care  
2   information.

1                   24.    A computer based method for performing customer analysis of  
2   contents of at least one of a plurality of data sources, said method comprising:

3                    selecting a template from a plurality of pre-defined ones, said templates  
4   embodying a plurality of characteristics of a business;

5                    selecting at least one of a plurality of customer entities from a plurality of  
6   pre-defined ones to form a focal group of customer entities, said selecting based upon  
7   said template;

8                    defining at least one of a plurality of customer transaction entities and at  
9   least one of a plurality of attributes of said customer transaction entities to form a  
10   customized group of customer activity components;

FOOTNOTES

11 defining at least one of a plurality of customer event types in said customer  
 12 activity components, wherein said customer event types comprise attributes of said  
 13 customer transaction entities in said customer activity components;

14 selecting at least one of a plurality of data tables and at least one of a  
 15 plurality of attributes of said data tables to form a data schema, wherein said data schema  
 16 is a reverse star data schema;

17 determining at least one of a plurality of attributes based on data types of  
 18 tables of said data source;

19 determining for said attributes at least one of a plurality of primary keys;  
 20 creating a data warehouse database from said data schema;

21 creating at least one of a plurality of data mapping rules, said mapping  
 22 rules providing translation information for tables and attributes of said data sources to  
 23 said data warehouse.

1 25. The method of claim 24 further comprising defining for said  
 2 attributes at least one of a plurality of foreign keys.

1 26. The method of claim 24 further comprising:  
 2 defining application-specific entities for said customer activity  
 3 components.

1 27. The method of claim 26 further comprising:  
 2 defining at least one of a plurality of attributes for said application-specific  
 3 entities.

1 28. The method of claim 24 wherein said deriving said data types is  
 2 performed automatically.

1 29. The method of claim 28 further comprising:  
 2 providing to users the capability to make changes to said data types if they  
 3 choose not to use the automatically derived ones.

1 30. A method for integrating customer data analysis tools with at least  
 2 one of a plurality of database systems, said method comprising:

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3 installing a data warehouse database, said database having a reverse star  
4 schema data model, said reverse star schema mapping to data in said at least one of a  
5 plurality of database systems;  
6 performing customer data analysis using said data warehouse database.

1 31. The method of claim 30 wherein said customer data analysis  
2 comprises customer purchasing behavior analysis.

1 32. The method of claim 30 wherein said customer data analysis  
2 comprises customer market segmentation analysis.

1 33. The method of claim 30 wherein said customer data analysis  
2 comprises customer valuation analysis.

1 34. The method of claim 30 wherein said customer data analysis  
2 comprises customer churn analysis.

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